

Message Text

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PAGE 01 DHAHRA 00966 150826Z
ACTION NEA-10

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-----035900 150835Z /12

R 150600Z AUG 77
FM AMCONSUL DHAHRAN
TO SECSTATE WASHDC 5622
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AMEMBASSY ABU DHABI
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
USLO RIYADH

UNCLAS DHAHRAN 0966

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJECT: PROPOSED PENNSYLVANIA IOGA TRADE MISSION -- 1978 EDITION

REF: STATE 191396, DHAHRAN 0843

1. POST PLEASED TO LEARN THAT STATE OF PENNSYLVANIA PLANNING
TRADE MISSION THAT WILL VISIT DHAHRAN IN 1978. PENNSYLVANIA
HAS ALWAYS FIELDDED WELL-DRILLED TRADE MISSIONS AND WE HOPE
STATE CAN HAVE ANOTHER SUCCESSFUL VISIT TO SAUDI ARABIA'S
EASTERN PROVINCE.

2. IN REVIEWING REFTTEL, POST WISHES TO MAKE THREE COMMENTS
THAT IT HOPES WILL BE HELPFUL TO THOSE ARRANGING PROGRAM OF
IOGA TRADE MISSION FROM PENNSYLVANIA:

(A) CONTENT OF MISSION -- POST BELIEVES MISSION SHOULD BE
BROADENED TO INCLUDE OFFICE FURNITURE OF EXECUTIVE QUALITY
AS WELL AS BETTER QUALITY FURNITURE FOR OFFICES OF
JUNIOR EXECUTIVES AND MANAGERS. JAPANESE APPEAR TO
DOMINATE LOCAL MARKET FOR NORMAL GENERAL OFFICE FURNITURE
OF METAL. PENNSYLVANIA SHOULD AVOID, LIKE PLAGUE, MANUFACTURERS
OF FURNITURE THAT PRODUCE "COLONIAL" OR TRADITIONALLY-
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STYLED PRODUCTS. RATHER, EMPHASIS SHOULD BE ON MODERN
STYLING WITH CHROME, PANELS OF WOOD OR HEAVY UPHOLSTERY.
(B) SHIPPING INFORMATION -- MEMBERS OF TRADE MISSION MUST,
REPEAT, MUST, BE FULLY SCHOOLED ON SHIPPING COSTS OF
THE PRODUCTS THEY WISH TO MARKET IN SAUDI ARABIA. NOTHING
IRRITATES LOCAL SAUDI BUSINESSMEN MORE THAN TO HAVE
DISCUSSION WITH TRADE MISSION MEMBER AND FIND HE CAN

ONLY QUOTE FOB FACTORY. SUGGEST, ALONG THIS LINE, THAT SAMPLE SHOWING PRO FORMA INVOICES BE PREPARED, SHIPPING COSTS, (USING 20-FOOT, AND 40-FOOT, CONTAINER LOADS OF FURNITURE SHIPPED TO DAMMAM).

(C) TIMING OF MISSION -- REF DEPTTEL ADVISES POST THAT PENNSYLVANIA IOGA TRADE MISSION PLANS TO VISITCARUA IN FEBRUARY. HOWEVER POST NOTES THAT IT HAS BEEN ASKED TO AGREE TO MATERIALS HANDLING TRADEVXISSION VISIT TO DHAHRAN IN FEBRUARY 1978. IN OUR REPLY (SEE DHAHRAN 0962) WE ADVISED THAT SCHEDULING OF THAT USDOC-SJBNSORED TRADE MISSION WAS SZTISFACTORY TO POST SO LONG AS IT FOLLOWED ONE MONTH AFTER ELECTRICAL ENERGY SYSTEM TRADE MISSION NOW SCHEDULED TO VISIT DHAHRAN IN JANUARY 1978. APPEARS THAT POST MAY BE CAUGHT IN SAME TRADE MISSION CRUNCH THAT IT EXPERIENCED THIS PAST SPRING (SEE OUR REFTTEL) AND POST WISHES TO AVOID REPEAT OF THAT SITUATION AT ALL POSSIBLE COSTS. THEREFORE, IT APPEARS THAT VISIT OF PENNSYLVANIA TRADE MISSION WILL ONLY BE ACCEPTABLE TO POST IF IT IS SCHEDULED IN MARCH OR OTHER TRADE MISSIONS, SCHEDULED TO VISIT DHAHRAN IN JANUARY OR FEBRUARY, HAVE THEIR SCHEDULES SWITCHED AROUND TO ACCOMMODATE SCHEDULE

PROPOSED BY PENNSYLVANIA. ALTERNATIVE IS TO DROP DHAHRAN FROM ITINERARY OF HNE OR OTHER OF THE TRADE MISSIONS SCHEDULED FOR THIS AREA IN FEBRUARY.

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3. POST WISHES TO UNDERSCORE POINT THAT STAFFING LIMITATIONS PREVENT POST FROM BEING AS ACCOMMODATING AS IT WOULD WISH TO TRADE MISSIONS PLANNING TO VISIT

EASTERN PROVINCE OF SAUDI ARABIA.CUALSO, DO NOT BELIEVZJ IT IS FAIR TO MEMBERYJIP OF TRADE MISSIONS FOR POST TO RECEIVE THEM IF IT DOES NOT HAVE TIME TO ADEQUATELY PREPARE FOR A MISSION'S VISIT. VISIT OF PENNSYLVANIA TRADE MISSION TO THIS POST IN JUNE WAS AT THE END OF A TIGHT TRADE PROMOTION SCHEDULE AND, CONSEQUENTLY, THE PROGRAMMING IN CONNECTION WITH ITS VISIT WAS NOT UP TO THE QUALITY OF PREVIOUS TRADE MISSIONS WHICH VISITED NSRHAHCNN.

4. FYI: POST HAS STARTED TO CONDUCT SURVEY OF FURNITURE MARKET WITH RESULTSSLATED TO BE AVAILABLE LATER IN YEAR. SURVEY WILL BE DELAYED OVER NEXT TWO-THREE MONTHS BECAUSE OF RAMADAN AND LEAVE SCHEDULE. WHEN MARKET SURVEY COMPLETED, HOWEVER, RESULTS SHOULD BE OF INTEREST TO PENNSYLVANIA IN GUIDING FIRMS TO MARKET AVAILABLE OUT HERE FOR THEIR PRODUCT. THANKS TO ASSISTANCE SHORTLY TO BE PROVIDED BY PENNSYLVANIA'S BUREAU OF INTERNATIONAL COMMERCE,

POST SHOULD HAVE LITERATURE AVAILABLE ON PENNSYLVANIA FIRMS
SOON FOR LOCAL FIRMS TO INSPECT.
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition History: n/a
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